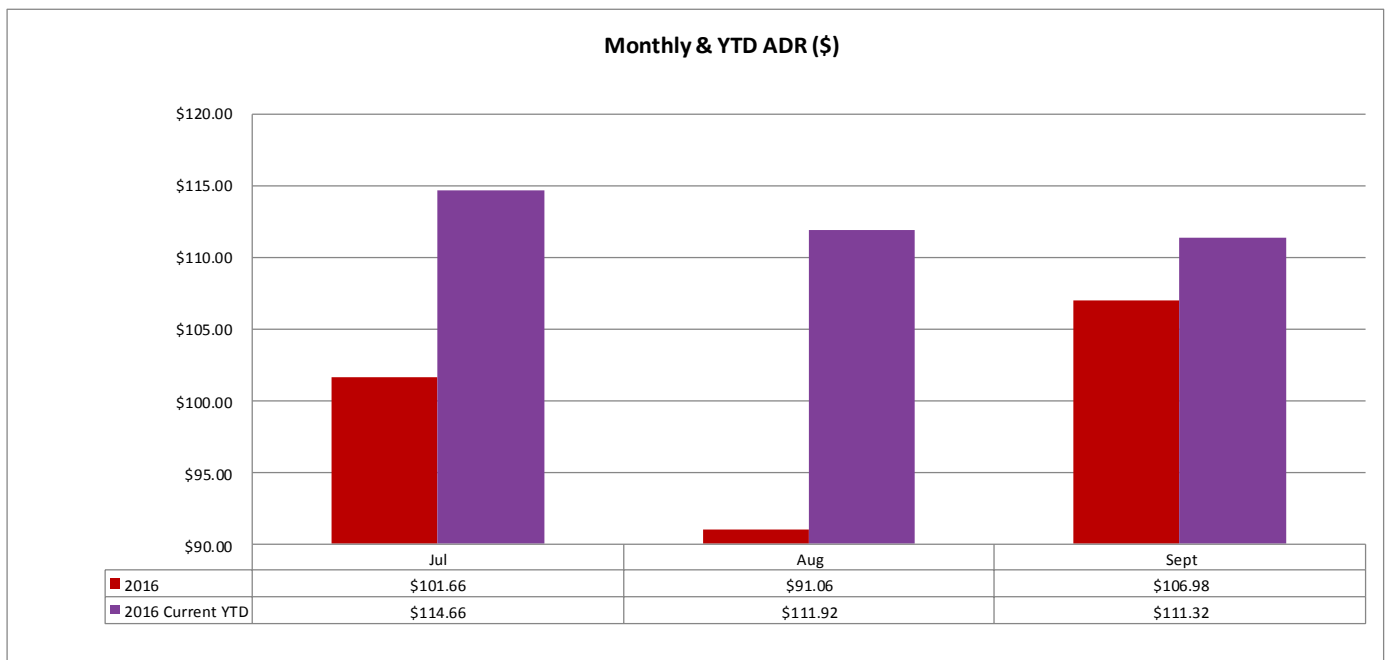
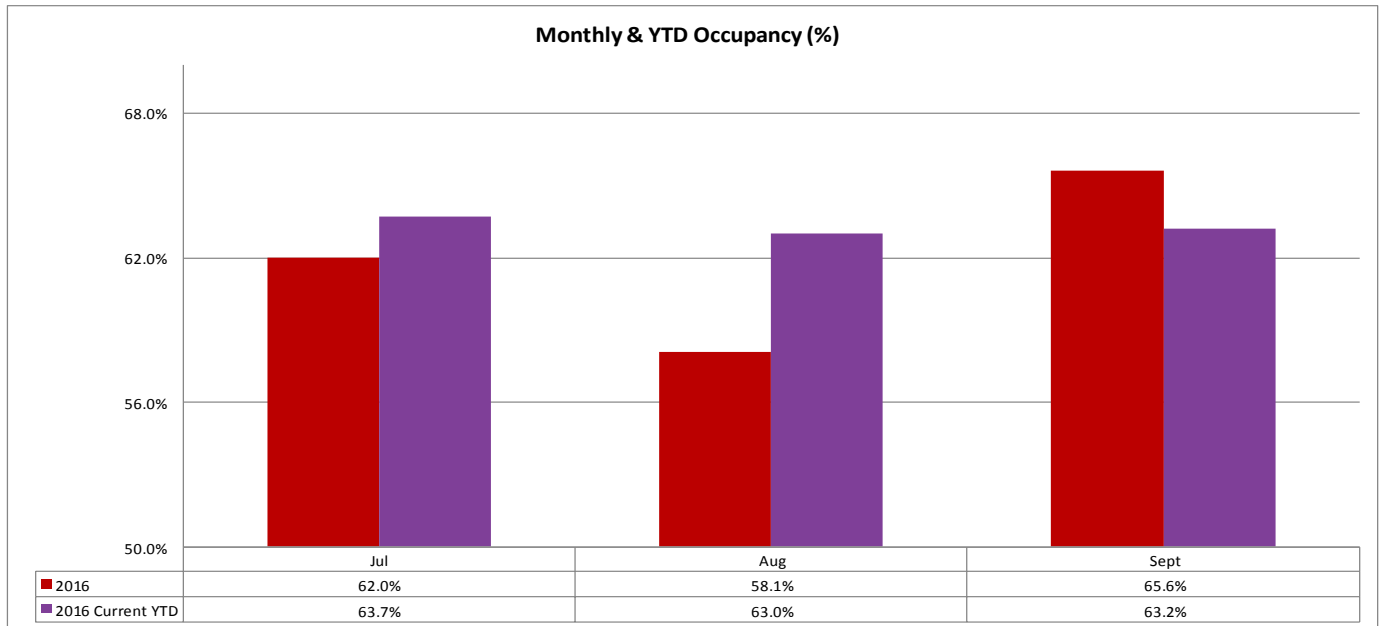


TOURISM INDUSTRY INDICATORS

OCTOBER 2016 MONTHLY TRACKING DASHBOARD

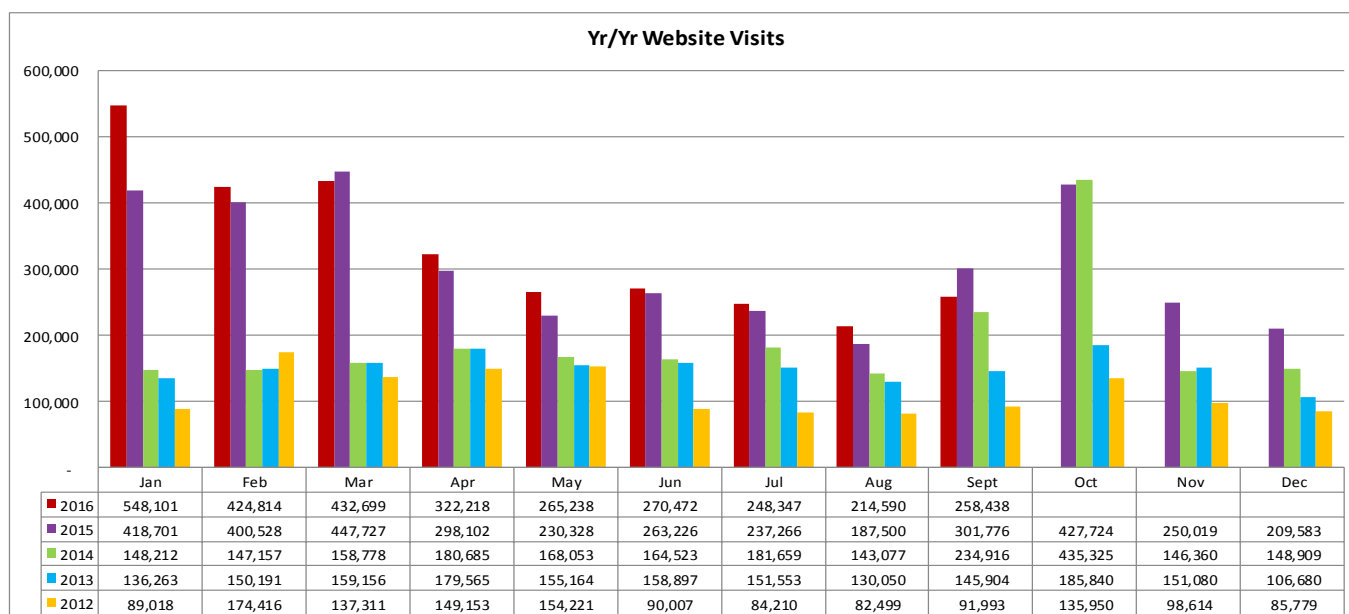
Produced by the Louisiana Office of Tourism

LODGING



Source: STR, Inc.

LOUISIANATRAVEL.COM

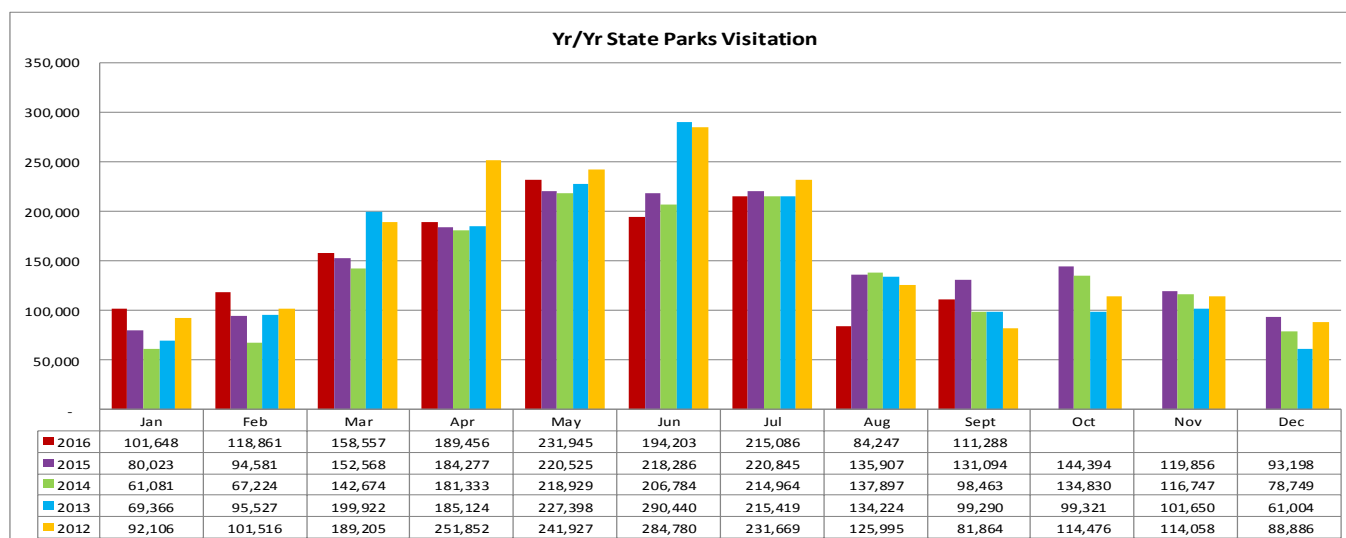


LouisianaTravel.com website showed a decrease of 14 percent in total web visits in September 2016 over September 2015.

| Signals of Intent to Travel | Sep-16 | Sep-15 | Sep-14 | Sep-13 | Sep-12 |
|------------------------------|--------|--------|--------|--------|--------|
| Order a Guide | 2,136 | 3,197 | 3,590 | 2,665 | 1,213 |
| Visit Virtual Welcome Center | 1,156 | 1,679 | 1,397 | 480 | 770 |
| eNewsletter Sign Up | 173 | 282 | 213 | 173 | 63 |
| All Guide Downloads | 302 | 487 | 744 | 1,125 | 2,629 |

Source: Google Analytics

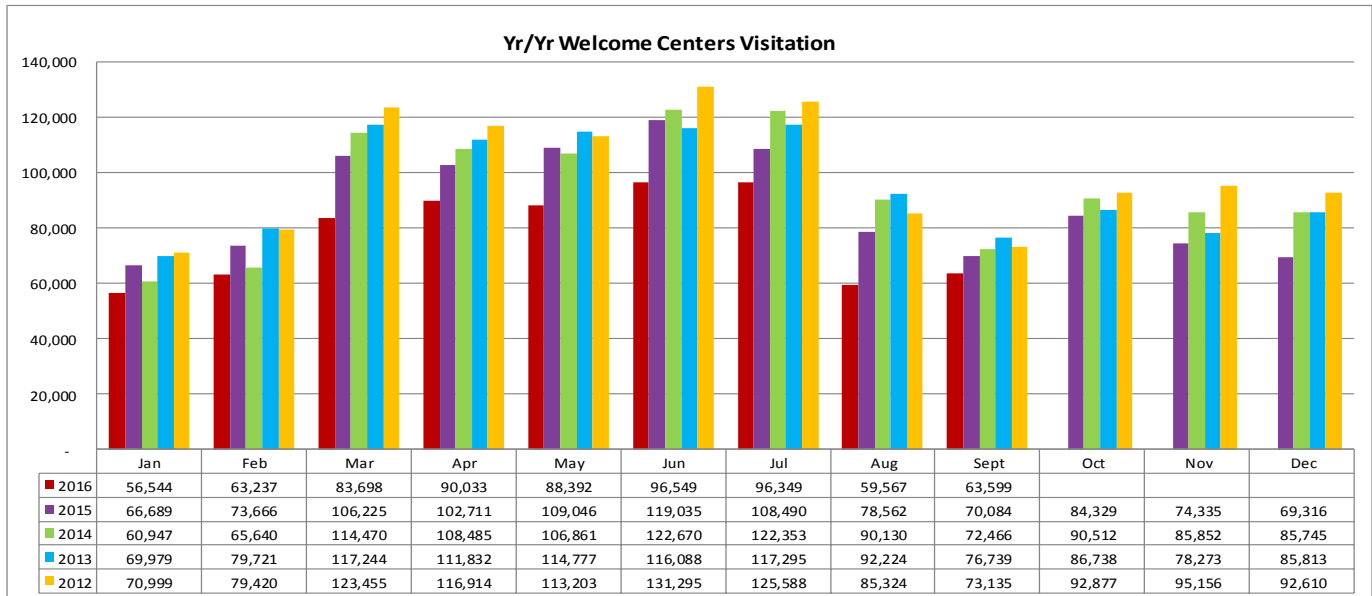
STATE PARKS



Source: Louisiana State Parks

For more information, contact Latoya Wells, Reservation System Director, at lwells@crt.la.gov or at 225.342.9519

WELCOME CENTERS



Statewide welcome centers had a decrease of 9.2 percent in visitation in September 2016 over September 2015.
Note: Capitol Park closed to visitors in July 2015 & Vinton remains closed for reconstruction.

Welcome Centers Visitor Totals

| <i>International - Sept 2016</i> | |
|----------------------------------|-------|
| United Kingdom | 3,345 |
| Australia | 2,191 |
| France | 1,178 |
| Canada* | 969 |
| Germany | 830 |

| <i>States** - Sept 2016</i> | |
|-----------------------------|-------|
| Texas | 9,319 |
| Mississippi | 5,202 |
| Florida | 4,661 |
| Alabama | 4,054 |
| Georgia | 2,132 |

| <i>Cities** - Sept 2016</i> | |
|-----------------------------|-----|
| Houston, TX | 742 |
| Mobile, AL | 622 |
| Miami, FL | 577 |
| Ocean Springs, | 412 |
| Pensacola, FL | 380 |

| <i>International Jan - Sept 2016</i> | |
|--|--------|
| Canada* | 10,949 |
| France | 8,835 |
| United Kingdom | 8,555 |
| Germany | 4,987 |
| Mexico | 4,960 |

| <i>States** Jan - Sept 2016</i> | |
|-------------------------------------|---------|
| Texas | 127,179 |
| Mississippi | 59,025 |
| Florida | 46,674 |
| Alabama | 42,864 |
| Georgia | 19,822 |

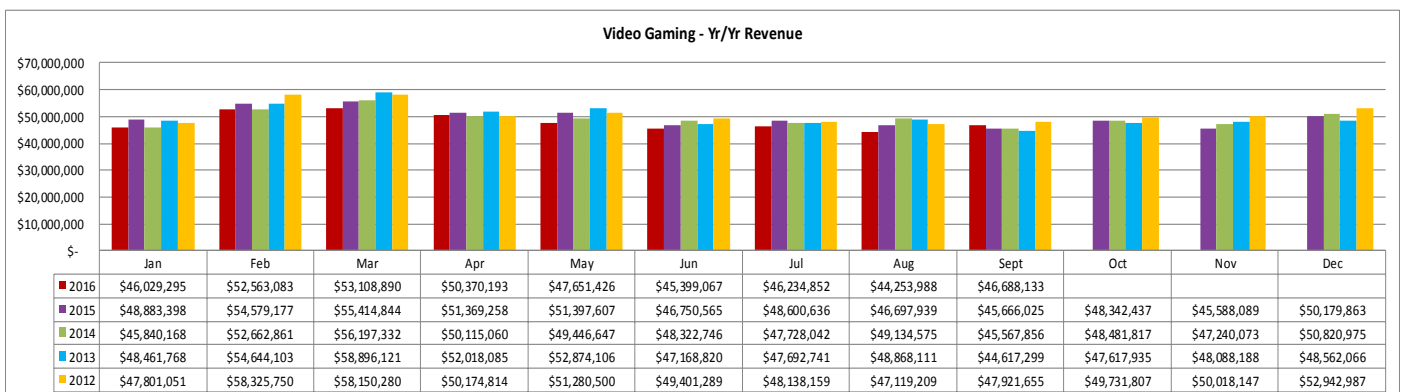
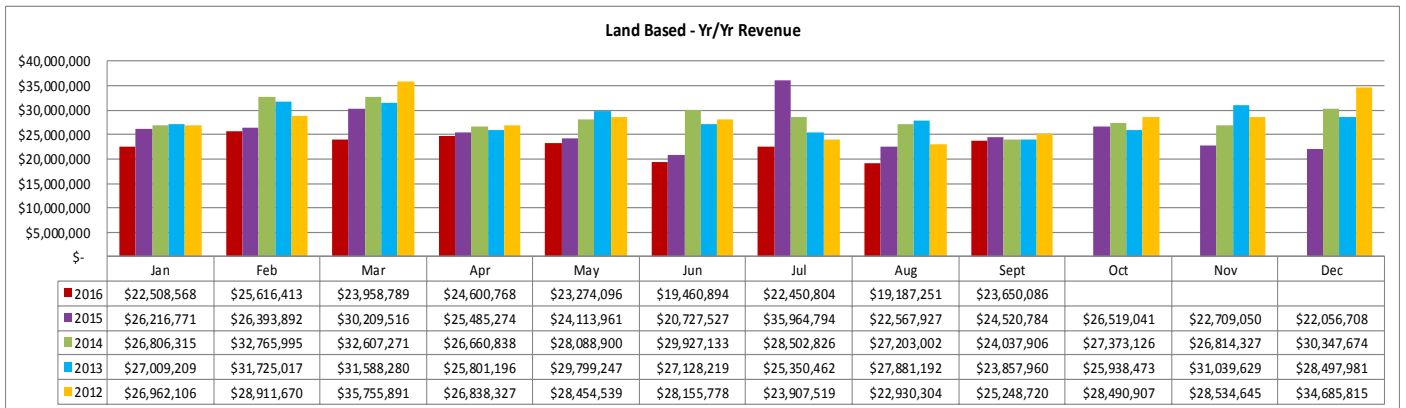
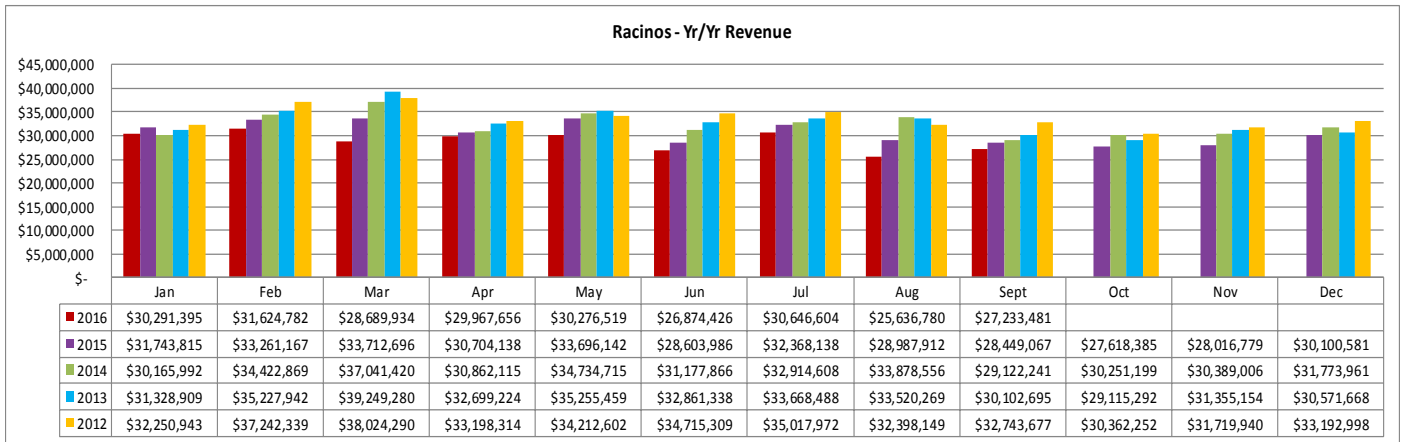
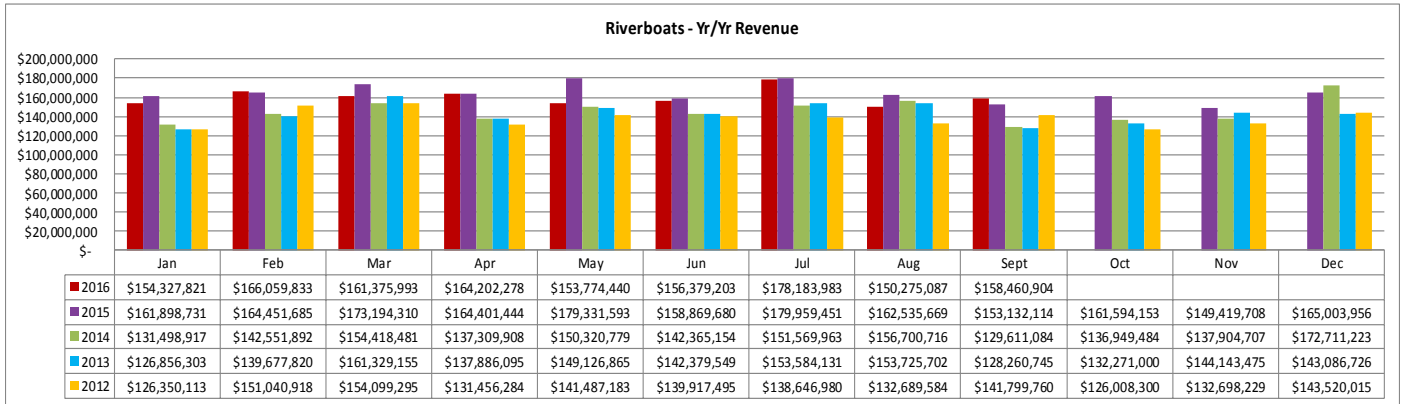
| <i>Cities** Jan - Sept 2016</i> | |
|-------------------------------------|--------|
| Houston, TX | 14,143 |
| Mobile, AL | 8,800 |
| Fort Worth, TX | 5,168 |
| Pensacola, FL | 4,911 |
| San Antonio, TX | 4,576 |

* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.

Source: Louisiana Welcome Centers

For individual Welcome Center visitation numbers, contact Nancy Broussard at nbroussard@crt.la.gov or 225.342.8122.

GROSS GAMING REVENUE



Source: Louisiana State Police